



WCPO

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ORDER

Print Date 10/31/12

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Flight Dates 10/31/12-11/06/12

Contract / Revision 316268 /

Original Date / Revision
10/31/12 10/31/12

Advertiser Romney / Republican / Presi

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product

Candidate. Romney For President

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order # 509. 10.31-11.6

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	157	\$199,686.25	\$234,925.00	0.00	10/29/12	11/06/12	157	\$199,686.25	\$234,925.00
Totals	157	\$199,686.25	\$234,925.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	10/31/12	11/06/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	6	\$400.00	P-3	0.00	NM	14	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		8				\$400.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		6				\$400.00		0.00			
2	WCPO	10/31/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	6	\$600.00	P-2	0.00	NM	14	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		8				\$600.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		6				\$600.00		0.00			
3	WCPO	10/31/12	11/06/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	6	\$400.00	P-2	0.00	NM	11	\$4,400.00



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Contract / Revision 316268 Flight Dates 10/31/12-11/06/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre Product Candidate. Romney For Pre Estimate # Order # 509. 10.31-11.6

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					6	\$400.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					5	\$400.00		0.00			
4	WCPO	10/31/12	11/06/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	MTWTF--	:30	6	\$175.00	P-3	0.00	NM	12	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					6	\$175.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					6	\$175.00		0.00			
5	WCPO	10/31/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	9	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					5	\$600.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					4	\$600.00		0.00			
6	WCPO	10/31/12	11/06/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	6	\$500.00	P-3	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					6	\$500.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					4	\$500.00		0.00			
7	WCPO	10/31/12	11/06/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
8	WCPO	10/31/12	11/06/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
9	WCPO	10/31/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
10	WCPO	10/31/12	11/06/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					2	\$600.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$600.00		0.00			
11	WCPO	10/31/12	11/06/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					2	\$600.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$600.00		0.00			
12	WCPO	10/31/12	11/06/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
13	WCPO	10/31/12	11/06/12	M-F 430am News M-F 430am News	CM	430-5a	MTWTF--	:30	3	\$75.00	P-3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--					3	\$75.00		0.00			



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Contract / Revision 316268 Flight Dates 10/31/12-11/06/12

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre Product Candidate. Romney For Pre Estimate # Order # 509. 10.31-11.6

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
13	WCPO	10/31/12	11/06/12	M-F 430am News M-F 430am News	CM	430-5a	MTWTF--	:30	3	\$75.00	P-3	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					2	\$75.00		0.00			
14	WCPO	10/31/12	11/06/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	3	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$150.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					3	\$150.00		0.00			
15	WCPO	10/31/12	11/06/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	2	\$6,500.00	P-2	0.00	NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	M-----					2	\$6,500.00		0.00			
16	WCPO	10/31/12	11/06/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	2	\$6,750.00	P-1	0.00	NM	2	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	M-----					2	\$6,750.00		0.00			
17	WCPO	10/31/12	11/06/12	Wednesday Prime A Wednesday Prime A	CM	8-9p	--W----	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					2	\$4,000.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
E 18	WCPO	10/31/12	11/06/12	CMA Awards CMA Awards	CM	7p-12a	---T---	:30	4	\$8,000.00	P-2	0.00	NM	4	\$32,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					4	\$8,000.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
19	WCPO	10/31/12	11/06/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					2	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
20	WCPO	10/31/12	11/06/12	Friday Prime B Friday Prime B	CM	9-10p	----F--	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					2	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
21	WCPO	10/31/12	11/06/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					2	\$6,000.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
22	WCPO	10/31/12	11/06/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					3	\$200.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
23	WCPO	10/31/12	11/06/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:20:00

Advertiser Romney / Republican / Pre Product Candidate. Romney For Pre Estimate # Order # 509. 10.31-11.6

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
23	WCPO	10/31/12	11/06/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$575.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
24	WCPO	10/31/12	11/06/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$400.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
25	WCPO	10/31/12	11/06/12	ABC College Football gam ABC College Football gam	CM	1158a-4p	-----S-	:30	3	\$4,500.00	P-2	0.00	NM	3	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					3	\$4,500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
26	WCPO	10/31/12	11/06/12	ABC College Football gam ABC College Football gam	CM	258-7p	-----S-	:30	4	\$4,500.00	P-2	0.00	NM	4	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					4	\$4,500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
27	WCPO	10/31/12	11/06/12	ABC College Football Pri ABC College Football Pri	CM	758-1130p	-----S-	:30	3	\$5,500.00	P-2	0.00	NM	3	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					3	\$5,500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
E 28	WCPO	10/31/12	11/06/12	Late News Spec Ed (late Late News Spec Ed (late	CM	1130p-1a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
29	WCPO	10/31/12	11/06/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$100.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
30	WCPO	10/31/12	11/06/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					2	\$200.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
31	WCPO	10/31/12	11/06/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					2	\$575.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
32	WCPO	10/31/12	11/06/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					2	\$400.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
33	WCPO	10/31/12	11/06/12	SU 9-10a SU 9-10a	CM	9-10a	-----S	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00

